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**CLAIMS:**

What is claimed is:

- 1 1. A method for customizing direct marketing materials,  
2 comprising:  
3     developing models to predict customer purchases;  
4     scoring customers for each predictive model;  
5     determining specific layout areas;  
6     determining where a particular product can be placed  
7 in the layout; and  
8     using an optimization model to customize the layout  
9 for customers.
- 1 2. The method according to claim 1, wherein the step of  
2 determining specific layout areas further comprises  
3 determining the maximum and minimum possible sizes for  
4 each product layout.
- 1 3. The method according to claim 1, wherein the step of  
2 determining specific layout areas further comprises  
3 determining a preference multiplier for each layout area.
- 1 4. The method according to claim 1, further comprising  
2 passing the optimization model output to a print manager  
3 for printing only if the expected profit exceeds the  
4 production cost of the customized layout.
- 1 5. The method according to claim 1, wherein the  
2 optimization model used to customize the layout is a  
3 transportation model.

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1 6. The method according to claim 1, wherein the  
2 optimization model used to customize the layout is a  
3 network model.

1 7. The method according to claim 1, wherein the  
2 optimization model used to customize the layout is a  
3 generalized network model.

1 8. The method according to claim 1, wherein the  
2 customization is directed at a niche market.

1 9. The method according to claim 1, wherein the  
2 customization is directed at individual customers.

1 10. A computer program product in a computer readable  
2 medium for use in a data processing system for  
3 customizing direct marketing materials, the computer  
4 program product comprising:

5 instructions for developing models to predict  
6 customer purchases;

7 instructions for scoring customers for each  
8 predictive model;

9 instructions for determining specific layout areas;

10 instructions for determining where a particular  
11 product can be placed in the layout; and

12 instructions for using an optimization model to  
13 customize the layout for customers.

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1 11. The computer program product according to claim 10,  
2 wherein the instructions for determining specific layout  
3 areas further comprises instructions for determining the  
4 maximum and minimum possible sizes for each product  
5 layout.

1 12. The computer program product according to claim 10,  
2 wherein the instructions for determining specific layout  
3 areas further comprises instructions for determining a  
4 preference multiplier for each layout area.

1 13. The computer program product according to claim 10,  
2 further comprising instructions for passing the  
3 optimization model output to a print manager for printing  
4 only if the expected profit exceeds the production cost  
5 of the customized layout.

1 14. The computer program product according to claim 10,  
2 wherein the optimization model used to customize the  
3 layout is a transportation model.

1 15. The computer program product according to claim 10,  
2 wherein the optimization model used to customize the  
3 layout is a network model.

1 16. The computer program product according to claim 10,  
2 wherein the optimization model used to customize the  
3 layout is a generalized network model.

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1 17. The computer program product according to claim 10,  
2 wherein the customization is directed at a niche market.

1 18. The computer program product according to claim 10,  
2 wherein the customization is directed at individual  
3 customers.

1 19. A system for customizing direct marketing materials,  
2 comprising:

3 means for developing models to predict customer  
4 purchases;

5 means for scoring customers for each predictive  
6 model;

7 means for determining specific layout areas;

8 means for determining where a particular product can  
9 be placed in the layout; and

10 means for using an optimization model to customize  
11 the layout for customers.

1 20. The system according to claim 19, wherein the means  
2 for determining specific layout areas further comprises  
3 means for determining the maximum and minimum possible  
4 sizes for each product layout.

1 21. The system according to claim 19, wherein the means  
2 for determining specific layout areas further comprises  
3 means for determining a preference multiplier for each  
4 layout area.

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1 22. The system according to claim 19, further comprising  
2 means for passing the optimization model output to a  
3 print manager for printing only if the expected profit  
4 exceeds the production cost of the customized layout.

1 23. The system according to claim 19, wherein the  
2 optimization model used to customize the layout is a  
3 transportation model.

1 24. The system according to claim 19, wherein the  
2 optimization model used to customize the layout is a  
3 network model.

1 25. The system according to claim 19, wherein the  
2 optimization model used to customize the layout is a  
3 generalized network model.

1 26. The system according to claim 19, wherein the  
2 customization is directed at a niche market.

1 27. The system according to claim 19, wherein the  
2 customization is directed at individual customers.

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